

**GOVERNMENT OF INDIA
TOURISM AND CULTURE
LOK SABHA**

UNSTARRED QUESTION NO:4140
ANSWERED ON:18.05.2006
PROMOTION OF TOURISM IN COLLABORATION WITH PRIVATE SECTOR
Maheshwari Smt. Kiran

Will the Minister of TOURISM AND CULTURE be pleased to state:

- (a) whether the Government proposes to collaborate with private sector to promote tourisms in the country;
- (b) if so, the details thereof; and
- (c) the steps being taken by the Government in this regard?

Answer

THE MINISTER OF TOURISM AND CULTURE (SMT. AMBIKA SONI)

(a): Public and Private sector collaboration for promotion of tourism in the country is an ongoing process.

(b) and (c): Government, due to limitation of funds under its disposal, involves the private sector in the areas of product, infrastructure development and tourism promotion/ marketing. Joint promotional activities are undertaken in cooperation with Tour Operators/Travel Agents, Hotels, Airlines and other stakeholders of the industry. Private sector is also actively involved in development and promotion of new schemes such as medical tourism, rural tourism, cruise tourism, golf tourism and large revenue generating schemes.